

Amendments to the Specification

Please amend the seventh paragraph of the Detailed Description of the Invention section as follows:

Referring now to Figure 2, the rewards program is described in detail. The end user subscriber 101 remits a ~~month~~ monthly subscription fee payment ~~102~~ 201 that is received by the Wholesale Internet Service Provider (WISP) 204. The end user subscriber is awarded reward points 202 based on the amount of his payment, which are added to those in his existing account 203. Revenue received by the WISP 204 in excess of the wholesale cost of the Internet access services provided is transferred to the reseller organization 206. The reseller organization 206 may retain the excess revenue as profits or may choose to utilize all or part thereof to purchase redemption products 207 to stock an online store 208. From his startup portal page, the end user subscriber 101 can access the online store 208 and effect a redemption 209 of his accrued reward points for products and/or services. The reward points 210 used in the redemption transaction are deducted from the end user subscriber's account 203.